



# How's My LINKEDIN PROFILE?

Use this rubric as a guide to evaluate and make any necessary adjustments to your LinkedIn profile.  
Circle the box in each section that best describes your profile.

	1 Let's Get Started	2 Needs Improvement	3 Almost There	4 You Got This
Photo and Headline Sections	No photo, headline, or custom URL are offered. Image selection is inappropriate	The photo is blurry, not of the correct resolution, or possesses other characteristics that create visual disturbance. Background or clothing creates possible distraction for profile reviewer. The sections appear somewhat customized but incomplete.	Clothing selection or background choice are not appropriate to the field(s) or industry(ies) targeted by the LinkedIn user. Clothing, accessories, hair, or other elements may benefit from pressing, tidying, starching, or cleaning. Headline is not targeted.	Picture presents LinkedIn user in professional light with appropriate clothing choice and background selection. Headline clear, concise, and applicable to current job search activity. Custom URL is created.
Summary Section	No summary information is provided.	The section appears somewhat customized but incomplete. It contains content but does not mention skill sets or competencies. This section does not discuss any background information. This section does not include key words that relate to opportunities sought. Overall, this section does little to highlight personal strengths.	This section includes discussion of background information, skill sets, and competencies. Focusing on an organizational structure for this section (e.g., a bulleted list of key skills/highlights) would allow the reviewer to locate information efficiently. Also, considering relevant content could be advantageous.	This section is organized, clear, and well-defined. It highlights relevant background information, skill sets, competencies, and key words. This section demonstrates exceptional self-promotion overall.
Section Content (Outside of Summary and Limited-Content Field Sections)	Information provided is not detailed and offers no illustration of what was done.	Sections appear somewhat customized but incomplete. Information provided is not in the form of bullets or brief paragraphs. Complete sentences in paragraph form are used to describe previous activities instead of descriptions beginning with action verbs.	Descriptions are clear in the form of bulleted statements or brief paragraphs beginning with action verbs, but they lack variety in action verbs. Descriptions are not detailed enough and do not directly relate to opportunities sought in the field or industry in which the LinkedIn user is focusing.	Sections are well defined, and information relates to the intended field. Descriptions are clear, answer the journalistic questions (who, what, when, where, why, and how), and demonstrate experience, impact, skills, and competencies. They are well marked in the form of bulleted statements or brief paragraphs of beginning with action verbs.

